



Walk to School Day

Timeline for Successful Event

March - June

Determine which school(s) to involve

- Schools you or your children attend....of course!
- Schools where children walk regularly, but are exposed daily to serious safety hazards
- Schools where many children could walk in 15-20 minutes, but don't because of traffic or other safety hazards
- Schools with a traffic safety committee, teacher, or community leader who will be the event 'champion'
- Schools in neighborhoods where elected officials live (perhaps those up for election in November?)

Find out who wants to participate in event planning

- Get contacts from previous Walk Day event coordinators from 'your' school or schools in your community.
- Put notices in staff mailboxes, school and PTA newsletters to get names of event volunteers.
- Contact high school student groups; police; health department; environmental organizations; neighborhood associations and your local officials.

Get Walk to School Day on the school's calendar

- Meet with the principal before June; early contact is key to cooperation.
- Ask the school for time to make classroom presentations, or hold a school assembly/traffic safety fair, etc.
- Have a contact at the school who is easy to reach by phone. (i.e. admin. or the principal's secretary.)
- If the first Wednesday of October poses a conflict, find another day to schedule the event.

Register your events

- Register on-line at our website: <http://walktoschool-usa.org>

June - August

Develop the specifics of your event

- Hold a meeting to pull together and organize volunteers.
- Talk monthly with other event coordinators for ideas.
- Contact local businesses and service clubs to underwrite healthy snacks, printing of the Nebraska Youth Walkability Checklists and other flyers, posters, prizes, etc..
- Request a Walk to School Day proclamation or resolution from local government and school board officials
- Recruit escorts and other support from community leaders (i.e. mayor, local elected officials, school superintendents, etc.) and community groups (i.e., walking or bicycling groups)

September

- Assist teachers and students who are conducting classroom activities related to the event.
- Put up posters at the schools and in the community.
- Distribute informational take-home packets to the students, and put a notice in the school newsletter.
- Notify local media (newspaper, radio, television) of your event and personally invite a staff person to walk with the children.

The Week Before

- Assist teachers and students who are conducting classroom activities related to the event.
- Contact media to request feature story and event coverage.
- Be sure daily announcements are made at school.
- Send the "Nebraska Youth Walkability Checklist" and the "Parent Survey -Walk to School" home to the parents.

On Walk Day

- Be a role model ... walk and have fun!

What if I didn't begin the planning process in March?

- This just means you will need to be very organized! Don't try to take on the project as an individual- remember two heads are better than one! You will do great! If you need outside help, do not hesitate to contact the Nebraska CVH, Physical Activity team through e-mail: arf@hhss.ne.gov